

TERRELL J. BOOK, Ph.D.  
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## **EDUCATION**

The Ohio State University  
Columbus, Ohio  
Department of Communication  
Major: Mass Communication  
Minor: Film Theory, Documentary Film History  
M.A., 1975  
Ph.D., 1981

University of Wisconsin-Milwaukee  
Milwaukee, Wisconsin  
Department of Mass Communication  
Major: Mass Communication  
Minor: Theater Arts  
B.A., 1973

## **THESIS AND DISSERTATION**

"An Examination of the Relationship Between Cognitive Switching and the Nonverbal Form Complexity of a Televised Newscast."  
Dissertation The Ohio State University, 1981.

"Behavioral Differences Between Three Identification Method Dependent 'Types' of Opinion Leader." M.A. Thesis. The Ohio State University, 1975.

## **HONORS AND RECOGNITIONS**

Summa Cum Magna Laude, University of Wisconsin-Milwaukee, 1973

Departmental Honors, 4.0 G.P.A. in the major, University of Wisconsin-Milwaukee, 1973.

### ACADEMIC EMPLOYMENT

Tarrant Community College District Fort Worth, Texas Speech Department Adjunct Instructor	2016-Present
CEDAR VALLEY COLLEGE Lancaster, Texas Speech Department Adjunct Instructor	2009-Present
NAVARRO COLLEGE Corsicana/Waxahachie, Texas Speech Department Adjunct Instructor	2008-2016
UNIVERSITY OF TEXAS-ARLINGTON Arlington, Texas Adjunct Professor	1996-1998
UNIVERSITY OF DALLAS Graduate School of Management Irving, Texas Adjunct Faculty	1996-1997
COLLIN COUNTY COMMUNITY COLEGE McKinney, Texas Humanities Division Adjunct Professor	1996-1997
EL CENTRO COMMUNITY COLLEGE Dallas, Texas Math and Humanities Adjunct Professor	1996-1996
UNIVERSITY OF CINCINNATI Cincinnati, Ohio Marketing Department College of Business Administration Visiting Instructor	1994-1995

ITHACA COLLEGE Ithaca, New York Roy H. Park School of Communications Department of TV-R Assistant Professor	1990-1993
TEXAS WOMEN'S UNIVERSITY Denton, Texas Department of Business and Economics Adjunct Professor	1987-1990
UNIVERSITY OF NORTH TEXAS Denton, Texas Department of Communication and Public Address Adjunct Professor	1987-1988
SOUTHERN METHODIST UNIVERSITY Dallas, Texas Broadcast/Film Arts Division Assistant Professor	1980-1982
UNIVERSITY OF AKRON Akron, Ohio Mass Media-Communication Department Assistant Professor	1978-1980
CENTRAL STATE UNIVERSITY Wilberforce, Ohio English Department Assistant Professor	1977-1978

## RESEARCH ACTIVITIES

### Targeting and Position for WICB

Conducted both qualitative and quantitative research on the market position of WICB (Ithaca College's FM Station), the uses and gratifications sought from college radio and WICB, and the optimal positioning and targeting WICB needed to seek to create and control a viable niche in the Ithaca radio market.

Gratifications Sought from Television by the Elderly: A Conceptual Replication

Awarded a grant from the Gerontology Program at Ithaca College during the summer of 1991 to conduct qualitative research on the gratifications sought from television by the elderly.

Conflict Resolution in Soap Operas on Television

Responsible for the methodological design and statistical analysis of a three-phased funded research project conducted over three years. The focus of the research was upon defining the conflict resolution modes used in television soap operas, as well as the examination of any differences in preferred conflict resolution modes used by heavy, moderate, and non-viewers of television soap operas.

Structural Complexities in the Video Message

Developed an instrument that can be used to measure and evaluate the structural complexity of a video message in terms of variables such as, subject movement, camera movement, camera angle, background complexity, image size, editing rate, amount of facial gesturing, audio-dialogue loudness, and audio-background loudness. The development and testing of the instrument required writing several computer programs in Fortran IV.

**PROFESSIONAL ACTIVITIES**

Papers Presented at Conventions:

"Gratifications Sought from Television by the Elderly: A Conceptual Replication."  
Presented at the Southern Speech Communication Association convention, San Antonio, Texas, March 1992.

"Conflict and Power in Television Soap Operas," with Victoria O'Donnell and Sandra Harper, Speech Communication Association convention, Chicago, Illinois, November 1984.

"An Examination of the Relationship Between Cognitive Switching and the Nonverbal Form Complexity of a Television Newscast," Speech Communication Association convention, Anaheim, California, November 1981.

"The Effects of Stimulus Complexity on Children's Attention: A Partial Replication," International Communication Association convention, Chicago, Illinois, April 1978.

Other Publications:

"Applied Statistical Significance Testing for the Marketing Research Professional," 1987, 64 pages. Monograph developed for internal training at Decision Analyst, Inc.

"Applied Multivariate Analysis," 1987, 35 pages. A manual on selected multivariate techniques to accompany the "Applied Significance Testing for the Marketing Research Professional" manual. I have used both manuals in the research methodology courses taught at University of North Texas and at Texas Women's University.

"Types of Marketing Research for New and Established Hospitals," 1987, 28 pages. Prepared for Charter Medical Corporation.

"PERSONNA: Image Definition for Institutions," 1986, 40 pages. A training manual developed for Decision Analyst, Inc. I developed the PERSONNA procedure, utilizing George Kelly's Theory of Personality to qualitatively define the dominant "image" dimensions consumers hold of an institution. The procedure also includes quantitative procedures to measure the pervasiveness and intensity of the image dimensions within a specific target audience. The manual also includes recommendations on the use of focus groups or one-on-one depth interviews to follow-up on the quantitative survey to refine the resulting data.

"NEXUS GROUPS: Idea Generation Using Brainstorming, Synectics, or Nominal Group Theory," 1985, 35 pages. A training manual for Decision Analyst, Inc. This manual contains training materials on how to conduct these groups and analyze the resulting data.

Presentations:

"Types of Healthcare Research," National Association of Private Psychiatric Hospitals conference, Charleston, South Carolina, April 1988.

"The Use of Depth Interviews: A Case Study," Southwestern Meat Packer's Association conference, College Station, Texas, January 1987.

"What is Qualitative Marketing Research and How is It Used?" Southwestern Meat Packer's Association conference, College Station, Texas, January 1986.

"Interactive Video: From Training to the 'Electronic Boardroom'," International Communication Association convention, Dallas, Texas, May 1983.

Panels:

Recruited members, functioned as a panel member, and moderated a panel on "Cable Access: The University and the Community," University Film and Video Association conference, Vermillion, South Dakota, August 1981.

Panel member in a session entitled, "Going from Film to Video: The Aesthetic, Technological, and Economic Considerations," University Film and Video Association conference, Austin, Texas, August 1980.

Seminars:

"Applied Significance Testing," training seminar for junior staff at Decision Analyst, Inc., March 1987.

"What is Marketing Research? How Can I Use It?" Regional Marketing Directors Meeting, Charter Medical Corporation, Dallas, Texas, March 1987.

Mini-Courses:

Designed and conducted a television production mini-course for middle-management employees from the creative divisions of Neiman-Marcus, Dallas, Texas.

Designed and conducted a television production mini-course for employees of IBM in Dallas, Texas, who needed to know how to make general information/training video tapes for their field representatives.

Video Productions:

While at Southern Methodist University, I managed a cable television production unit. Under my supervision, we produced and aired 27 hours of programming per week in our third semester of operation. Although I was the executive producer for all of the programming we produced, I was more actively involved in the supervision and production of the following:

- The Ingmar Bergman Seminars. Ingmar Bergman was the first recipient of the Meadows Award for Excellence in the Arts. I was responsible for the staging of the four seminars he gave, as well as the awards ceremony where he was presented the Meadows Award for Excellence in the Arts. The staging entailed working with the SMU theater arts department on the design of the set for the seminars and the awards ceremony. I had final approval on the sets. I also functioned as the videographer. Finally, I directed the video taping of the seminars and awards ceremony, creating a high-quality commercial five-tape history of the seminars and awards ceremony that was designed to be sold by SMU. The five taped seminars include:

"Creation of Film and Theater Projects"  
"Bringing a Film Project to the Screen"  
"Open Discussion, Part I"  
"Open Discussion, Part II"  
"Awards Ceremony"

- "Discussions," a weekly interview program. I was the executive producer and directed all of the weekly segments. Guests I arranged for and directed the video taping of included:

Phylis Schafley  
Stokely Carmichael  
Leo Buscaglia  
Dianna Nyad  
Sonia Johnson

- "Kino-Eye," a weekly documentary series. I functioned as the executive producer on all projects and videographer on the following:

A three-part series on rape, produced in conjunction with the Dallas county rape crises center.

"Assemblage" and other gallery showings in the Meadows School of the Arts galleries.

"With the Wind," a documentary on hot air ballooning.

"Gravity as the Source of Rhythm in Music for the Dance," with Gerald Busby. I functioned as the producer, videographer, and video director.

"Dallas Business Week," a weekly review of business news, with emphasis upon Dallas economic and business news. My position was executive producer. I also directed five of the weekly productions.

"Dallas Live!" a weekly live 60 minute show featuring local jazz and rock groups. Executive producer.

- I also functioned as producer, videographer, and video director on several dance department productions, including three M.F.A. productions and two end-of-term advanced dance class recitals.

In addition to the productions at Southern Methodist University, I also produced and edited the following for Neiman-Marcus:

- "Communique-Decodings from the Fashion Front, 1983-84"
- Video training tapes for sales associates that featured the following fashion leaders:
  - Judith Lieber, handbag designer
  - Giorgio Armani, leather designer
  - Ungarro knitwear
  - Bill Blass, designer
  - Ann Klein, designer
  - Coco Chanel, designer
- The Neiman-Marcus German Fortnight television commercial in 1984. This was the first Fortnight commercial produced for Neiman-Marcus since the middle seventies.

### **CORPORATE EXPERIENCE**

Belden Associates Dallas, Texas Research Analyst	1998-1999
Common Knowledge Inc. Dallas, Texas Research Manager	1995-1996
Parker Marketing Research Innovators Milford, Ohio Senior Project Director	1994-1994
Total Research Corporation Princeton, New Jersey Senior Project Director	1993-1994
Terrell J. Book & Associates Denton, Texas President	1987-1990



Decision Analyst, Inc. Arlington, Texas Vice-President	1984-1987
Taylor Management Associates Dallas, Texas Vice President, Laser Disk Operations	1983-1984
Zale Corporation Dallas, Texas Media Program Developer	1982-1983

### REFERENCES

References will be furnished upon request.